



# *News From MAIENstreet*

## **A Neighborhood Newsletter From Councilman Brian Maienschein**



November 2004      Volume 4 Issue 9

Proudly Representing the  
District Five  
Communities of:

*Carmel Mountain Ranch*  
*Mira Mesa*  
*Rancho Bernardo*  
*Sabre Springs*  
*San Pasqual*  
*Scripps Ranch*  
*Sorrento Mesa*  
*Sorrento Valley*



### CONTENTS

Fire Anniversary	1
New MAD Balloting Planned for RB	2
Donation for Winter Shelter	2
Rebuilding Scripps Ranch	3
Fall Festival in Carmel Mountain	3
Contact Councilmember Maienschein	4

## **Maienschein Commemorates Anniversary of Fire**

To commemorate the one-year anniversary of the Cedar Fire, I planned a dinner for the Scripps Ranch fire survivors to give them the opportunity to come together and reflect on how much their lives have changed this past year. It was great to see people smile and relax together as they enjoyed one another's company.

Thanks to donations from 16 local companies and associations, the 312 Scripps Ranch families who lost homes in the Cedar Fire enjoyed a complimentary meal during a dinner reception from 5 p.m. to 7 p.m. on Tuesday, October 26, 2004.

More than 550 fire survivors attended the dinner, which was held at the Scripps Ranch Recreation Center. The fire survivors were so grateful to have an evening to come together, enjoy a fantastic meal and talk about the shared experience of rebuilding their homes as well as their lives.

I would like to thank the following companies and associations for their generous donations: Anthony's Fish Grotto, Bali Hai, Bread & Cie, Brigantine, California Grocers Association, California Restaurant Association-San Diego Chapter, Lotsa Pasta, Mimi's Café, P.F. Chang's China Bistro, Pat & Oscar's, Vons, Smart & Final, Top of the Cove, Town & Country and U.S. Foodservice.



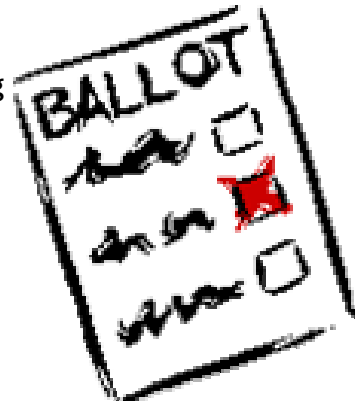
Councilmember Maienschein received an ovation at a Dinner Reception for Scripps Ranch fire survivors on October 26, 2004.

## Maienschein Secures Second MAD Balloting in RB

In July 2004, the Rancho Bernardo Maintenance Assessment District ballot increase failed by approximately two percent.

The additional funds were needed to maintain services in light of cost increases throughout the years and to expand the boundaries of the Maintenance Assessment District, also known as the MAD. Currently, Rancho Bernardo has the lowest assessment of all MADs in the City. The MAD is responsible for sweeping and lighting medians and maintaining landscaping along some public streets in Rancho Bernardo.

The majority of residents supported the ballot, however, several large property owners, some who are out of state, voted against it. Community leaders and the MAD committee, which is made up of Rancho Bernardo Community Council members, decided to re-ballot again as soon as possible in response to a very strong push from the community to do so. The MAD committee oversees the operations and funding of the MAD.



However, the MAD is quickly running out of money and can't afford to pay for another ballot process. I worked with City staff to identify funds to pay for another ballot process. During the initial balloting, staff had made a few mistakes and while they didn't ultimately affect the outcome of the election, I felt the City owed Rancho Bernardo a smooth balloting process.

After much convincing, the City agreed to pick up the tab and Rancho Bernardo will have another opportunity to vote for a MAD increase. The ballots will go out some time in February after an appropriate public noticing period.

In the meantime, steps are being taken to address the \$37,000 funding shortage. Cuts have been made at the direction of the MAD committee. It is my hope that these cuts will be for this year only and that the community as a whole will support the MAD ballot increase.

---

## Maienschein Donates Funds for Winter Shelter Program

I am pleased to announce that I have donated \$20,000 of District 5 Community Development Block Grant (CDBG) funds to help extend the City's Winter Shelter program for the homeless for another month.

The City has operated a winter shelter program for the past 17 years. The program provides shelter for homeless people during the coldest months of the year, typically from December through February. The program operates in two different locations in downtown San Diego. The shelters provide beds for 200 single adults, 150 male veterans and a motel voucher program for homeless families.

The need for beds, especially during this time of year, is so great that homeless men and women begin lining up for a spot days before the shelters open. I was prompted to give \$20,000 to extend the program due to the clear need for this service to assist the homeless in San Diego. The shelter will now be open an extra month during the coldest part of the year.

It costs the City approximately \$500,000 to set up and operate the shelters. I am proud to be able to provide funds to help operate this valuable program.

## **Maienschein Praises Residents and City Staff for Assisting Scripps Ranch Fire Survivors**

One year after the devastating Cedar Fire, I am pleased to announce that the City has issued 85 percent of permits needed to rebuild the 312 homes destroyed in Scripps Ranch. To give you an idea how phenomenal this statistic is, it took over three years to issue the same percentage of permits to rebuild homes destroyed or damaged in the Laguna Beach fire and for Oakland it was over eight years. I am extremely pleased with how much progress has been made this year.

Permits are issued at a temporary office set up at the Scripps Ranch Information Center, 11885 Cypress Canyon Road. The office is open from 8 a.m. to 5 p.m. Monday through Friday.

Known as the One-Stop Shop, this office has been such a success. The City set it up so fire victims would not have to travel to the City's offices downtown to have plans checked and get permits. The center received accolades from local, state and federal officials for its efficient and effective organization and operation. The One-Stop Shop will continue operating five days a week until at least the middle of December.

I truly appreciate those of you who stepped up to help the Scripps Ranch residents who lost so much during the Cedar Fire. Hundreds of thousands of dollars worth of food, clothing and financial contributions were donated to help the fire survivors. It has been heartwarming to see how San Diegans—not just in my Council district but throughout the City—came together to respond to a tragedy.

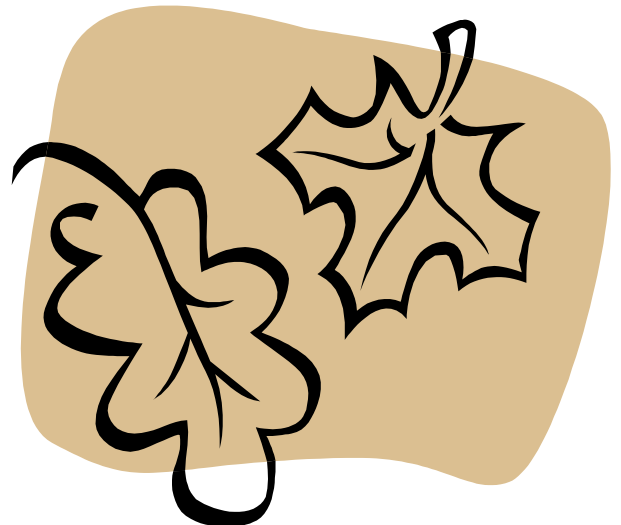
---

## **Fall Festival a Success in Carmel Mountain Ranch**

I would like to recognize the efforts of the I-15 Diamond Gateway Chamber of Commerce, which sponsored Carmel Mountain Ranch's Fall Festival from 9 a.m. to 4 p.m. on Sunday, October 24, 2004.

Once again, the Chamber organized a very successful event! Hundreds of people attended the festival, which was held on Carmel Mountain Road between Highland Ranch and Stoney Peak Road.

Thank you to the following individuals and companies for their assistance with organizing and/or sponsoring the festival: Luis Alcala, Deva Edelman, Eric Edelman, Greg Nicita, Joetta Mihalovich, Jim Adelman, Frank Mihalovich, Sasha Harvey, Kathy Majam, Raenell Hooten, Rhonda Noton, Tonya Sease, Diane DeBerry, Linda Porcelli, Paula A. Sassi, Allie's Party Equipment Rental Inc., Pomerado News, San Diego County Credit Union, San Diego Family Magazine, the San Diego Union Tribune, Shea Homes, USA Federal Credit Union, Lila Kay Lane-Isaac, Jazzercise - Mira Mesa, Susanne MacRae with Liberty Mutual, Nancy Brokaw with Edward Jones, Grand Pacific Resorts and Mary Gomez with Keller Williams.





*A Neighborhood Newsletter From  
Councilman Brian Maienschein*

---

News From MAIENstreet  
City Administration Building  
202 C Street, MS 10-A  
San Diego, CA 92101

Phone: 619-236-6655  
Fax: 619-238-0915  
Email: BMaienschein@sandiego.gov  
Web: [www.sandiego.gov/city-council/district-5](http://www.sandiego.gov/city-council/district-5)

---

#### **Your District 5 Staff**

**Lance Witmond**  
*Chief of Staff*

**Christine Millay**  
*Council Representative*

**Khoa Nguyen**  
*Council Representative*

**Brittany Rankin**  
*Council Representative*

**John Rivera**  
*Public Safety Committee  
Consultant*

**Courtney Smith**  
*Council Representative*

**Angela Yager**  
*Council Representative*

**Christine Young**  
*Office Manager/Scheduler*

Please visit my website to email me or my staff, to download past editions of **e-News From MAIENstreet**, access information about the City of San Diego or to utilize any of the web-based government services offered on-line. Go to:

**<http://www.sandiego.gov/city-council/district-5>**

From my website, you can also sign up to receive **e-News from MAIENstreet** every month via e-mail.

It's a pleasure to serve you on the San Diego City Council!